Rounika Das - Advanced Project Case Study

Project: Client Health Scoring & Escalation Risk Model

Company: Practo Technologies

Timeline: Feb 2024 - Mar 2024

Tools Used: Excel, Conditional Formatting, Weighted Scoring, Scatter Plots

Context

Support teams at Practo struggled to predict client dissatisfaction early. Clients with low feedback and repeated issues escalated only after damage was done.

Problem Statement

There was no data-driven mechanism to assess client health or anticipate possible service escalations, causing delayed response to retention risks.

Solution

Built a risk scoring model combining three key metrics: feedback score, repeat complaints, and resolution time. Created tiered risk segments (Green, Yellow, Red) and visual dashboards.

Impact

This model flagged at-risk clients 23 weeks earlier than manual checks, and insights were shared with the account and support teams to prioritize interventions.

Key Contributions:

- Developed a weighted scoring formula to rate client health.

- Used conditional formatting to highlight risk tiers.

- Built an Excel scatter plot to visualize feedback vs complaints.

- Supported team with prioritization logic for early interventions.

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Visual: Project Chart

Client Risk: Score vs Complaints